

## ORDER



**Orders**  
**Order / Rev:** 711033  
**Alt Order #:** 06302492  
**Product Desc:** AMERICANS FOR PROSP.  
**Estimate:** 1301  
**Flight Dates:** 09/04/12 - 09/10/12  
**Original Date / Rev:** 08/31/12 / 08/31/12  
**Order Type:** Political

WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Americans For Prosperity  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential,IS-Candidate/  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	8	\$57,000.00	\$48,450.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	8	\$57,000.00	\$48,450.00	0.00
<b>Totals</b>	<b>8</b>	<b>\$57,000.00</b>	<b>\$48,450.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WKYC	18%	\$57,000.00
Market	100%	\$316,666.67

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	41%	\$129,833.33
WJW	23%	\$72,833.33
WOIO	18%	\$57,000.00
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/04/12	09/07/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	1:00	4	\$6,000.00	P-5	0.00	NM	4	\$24,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- TWTF - -			4			\$6,000.00		0.00			
E 2	WKYC	09/04/12	09/04/12	Tue Prime C Tue Prime C	CM	10-11p	- T - - - -	1:00	1	\$6,000.00	P-5	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- T - - - -			1			\$6,000.00		0.00			
E 3	WKYC	09/09/12	09/09/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	- - - - - S	1:00	1	\$6,000.00	P-5	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- - - - - S			1			\$6,000.00		0.00			

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 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Americans For Prosperity  
 Product Desc: AMERICANS FOR PROSP.  
 Estimate: 1301

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	09/09/12	09/09/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	1:00	1	\$6,000.00	P-5	0.00	NM	1	\$6,000.00
E 4	WKYC	09/09/12	09/09/12	NFL Regular Season Fo NFL Football	CM	NFL Football (8:15 PM-11:30 PM)	-----S	1:00	1	\$15,000.00	P-5	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1				\$15,000.00		0.00			
E 5	WKYC	09/10/12	09/10/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	1:00	1	\$6,000.00	P-5	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		1				\$6,000.00		0.00			
													Totals	8	\$57,000.00